Welcome
2018 Virginia WIC Approved Food List Changes

WEBINAR

2018

Outline

- Introduction
- General Changes – Food List
- Definitions-Terminology
- Changes by Food Category
- Additional Statements Added
- Deleted Information
- Shelf Labeling Requirements
- Next Steps
- Q & A

Layout and Terminology

- Buy or Don't buy - replaces *"allowed or not allowed"*
- Hot and Cold Cereal section expanded
- Package and/or Brand Images added
- Includes Frequently Asked Questions
- Shopping tips and more

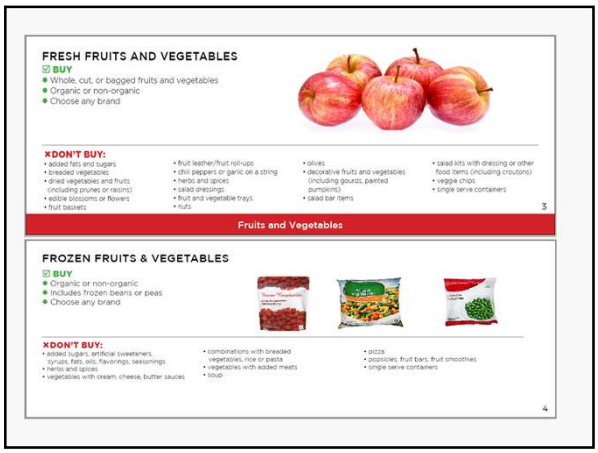
Buy or Don't Buy Icons

Let's Talk Brands

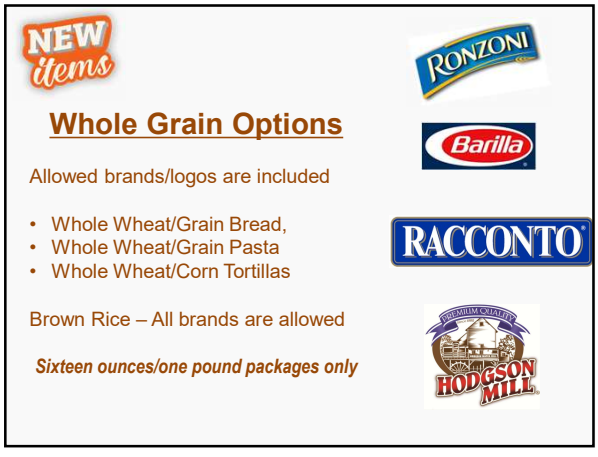
WIC Eligible Foods

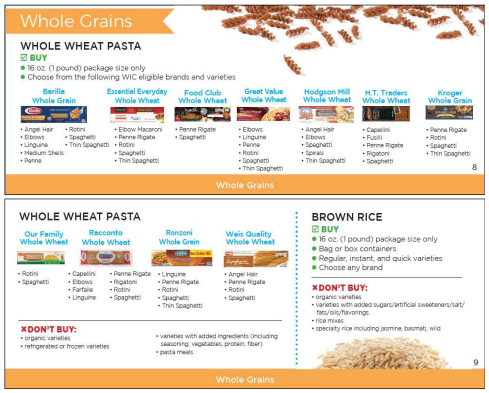
- **Private label = Store Brands**
- **National brands within Food Categories**
- **Any Brands within Food Categories**

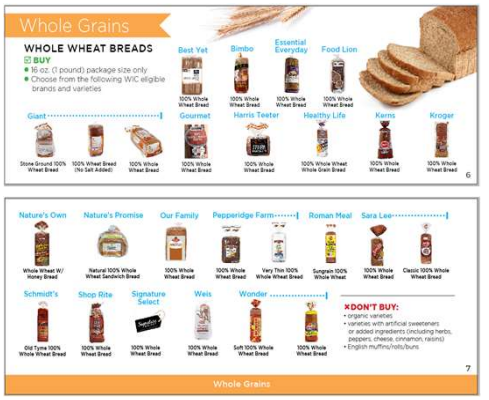
Fruits and Vegetables


FRESH FRUITS AND VEGETABLES
BUY
Whole, cut, or bagged fruits and vegetables
Organic or non-organic
Choose any brand
DON'T BUY:
added fats and sugars
breaded vegetables
dried vegetables and fruits (including prunes or raisins)
edible blossoms or flowers
fruit baskets
fruit leather/fruit roll-ups
chili peppers or garlic on a string
herbs and spices
salad dressings
fruit and vegetable trays
nuts
olives
decorative fruits and vegetables (including gourds, painted pumpkins)
salad bar items
salad kits with dressing or other food items (including croutons)
veggie chips
single serve containers
3
Fruits and Vegetables
FROZEN FRUITS & VEGETABLES
BUY
Organic or non-organic
Includes frozen beans or peas
Choose any brand
DON'T BUY:
added sugars, artificial sweeteners, syrups, fats, oils, flavorings, seasonings
herbs and spices
vegetables with cream, cheese, butter sauces
combinations with breaded vegetables, rice or pasta
vegetables with added meats
soup
pizza
popsicles, fruit bars, fruit smoothies
single serve containers
4

CANNED FRUITS
BUY
Organic or non-organic
Water or juice packed
Includes unsweetened applesauce
Choose any brand
Choose containers that say:
"In its Own Juice"
"100% Fruit Juice"
"Naturally Sweet"
"Unsweetened"
DON'T BUY:
added sugars, artificial sweeteners, syrups, fats, oils, flavorings, seasonings (including cinnamon)
herbs and spices
canned fruits with added salt
fruit cocktail
cranberry sauce
cocktail cherries
pie filling
single serve containers
CANNED VEGETABLES
BUY
Organic or non-organic
Regular or low-sodium
Whole, diced, crushed, or pureed tomatoes; tomato paste
Choose any brand
DON'T BUY:
added sugars, artificial sweeteners, syrups, fats, oils, flavorings, seasonings
herbs and spices
cream, cheese, butter sauces
pickled vegetables (including sauerkraut), pickles, relish, olives
combinations with rice or pasta
ketchup, stewed tomatoes, tomato sauces (including pizza and spaghetti), salsa
canned vegetables with added meats
baked beans or pork and beans
dry or canned beans included in the legume category
soups
single serve containers
5
Fruits and Vegetables


NEW items
Whole Grain Options
Allowed brands/logos are included
Whole Wheat/Grain Bread,
Whole Wheat/Grain Pasta
Whole Wheat/Corn Tortillas
Brown Rice – All brands are allowed
Sixteen ounces/one pound packages only
RONZONI
Barilla
RACCONTO
HODGSON MILL


Whole Grains
WHOLE WHEAT PASTA
BUY
16 oz. (1 pound) package size only
Choose from the following WIC eligible brands and varieties
Barilla Whole Grain
Essential Everyday Whole Wheat
Food Club Whole Wheat
Great Value Whole Wheat
Hodgson Mill Whole Wheat
H.T. Traders Whole Wheat
Kroger Whole Grain
8
Whole Grains
WHOLE WHEAT PASTA
Our Family Whole Wheat
Recconto Whole Wheat
Ronzoni Whole Grain
Weis Quality Whole Wheat
DON'T BUY:
organic varieties
refrigerated or frozen varieties
varieties with added ingredients (including seasoning, vegetables, protein, fiber)
pasta meals
BROWN RICE
BUY
16 oz. (1 pound) package size only
Bag or box containers
Regular, instant, and quick varieties
Choose any brand
DON'T BUY:
organic varieties
varieties with added sugars/artificial sweeteners/salt/fats/oils/flavorings
rice mixes
specialty rice including jasmine, basmati, wild
9
Whole Grains


Whole Grains
WHOLE WHEAT BREADS
BUY
16 oz. (1 pound) package size only
Choose from the following WIC eligible brands and varieties
Best Yet
Bimbo
Essential Everyday
Food Lion
Giant
Gourmet
Harris Teeter
Healthy Life
Karns
Kroger
6
Nature's Own
Nature's Promise
Our Family
Pepperidge Farm
Roman Meal
Sara Lee
Schmidt's
Shop Rite
Signature Select
Weis
Wonder
DON'T BUY:
organic varieties
varieties with artificial sweeteners or added ingredients (including herbs, peppers, cheese, cinnamon, raisins)
English muffins/rolls/buns
7
Whole Grains

Whole Grains
BUY
16 oz. (1 pound) package size only
Choose from the following WIC eligible brands
TORTILLAS
Best Choice
Celia's
Chi Chi's
Don Pancho
Essential Everyday
Food Club
Food Lion
Giant
Guerrero
Hy-Top
Kroger
10
Whole Grains
TORTILLAS
La Banderita
La Burrita
Lowes
Mi Casa
Mission
Ortega
Our Family
Siempre Auténtico
Signature Kitchens
Tio Santi
Wegmans
Weis
DON'T BUY:
organic varieties
refrigerated varieties
varieties with added ingredients (including herbs, peppers, cheese)
corn tortilla chips
hard shell tortilla/taco shell, taco kits
wraps, flatbreads, pita
11
Whole Grains

Legumes: Dried Peas, Beans, Lentils and Canned Beans

Peanut Butter Expanded Selection

SKIPPY JIF Peter Pan Reese's

Legumes

DRIED PEAS, BEANS, LENTILS

☑ BUY
- 16 oz. (1 pound) package size only
- Choose any brand and single variety

✖DON'T BUY:
- organic varieties
- varieties with added fats, oils, sugars, meats, flavors
- combination, mixes
- dried beans with seasoning packets
- soup mixes
- fresh and frozen immature varieties (including green peas, snap peas, green beans) that can be purchased using WIC Cash Value Benefits

CANNED BEANS

☑ BUY
- 15 oz. to 16 oz. can size only
- Choose any brand and single variety
- Regular, low-sodium, salt-free

✖DON'T BUY:
- organic varieties
- varieties with added fats, oils, sugars, meats, flavors
- combination, mixes
- fresh and frozen immature varieties (including green peas, snap peas, green beans) that can be purchased using WIC Cash Value Benefits

PEANUT BUTTER

☑ BUY
- 16oz. to 18oz. jar size only
- Choose WIC approved national and store brands
- Choose from the following varieties:
  - Chunky
  - Creamy
  - Crunchy
  - Extra crunchy
  - Smooth

✖DON'T BUY:
- organic or natural varieties
- blends
- low-fat or reduced-fat
- low-sugar
- low-sodium
- honey roasted
- fortified, added vitamins
- freshly ground
- whipped
- peanut spreads

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Legumes | Peanut Butter | Canned Fish

Canned Fish

Available to women who are fully breastfeeding, mostly breastfeeding multiples, or pregnant with more than one baby.

TUNA

☑ BUY
- Chunk light, water packed tuna only
- 5.0 oz. to 6.5 oz. can size only
- Choose any brand

SALMON

☑ BUY
- Alaskan or Pink salmon only
- 7.5 oz. or 14.75 oz. can size only
- Choose any brand

✖DON'T BUY:
- organic or flavored varieties
- low-sodium
- pouches, single serving, lunch packs, or ready to serve
- solid, white, and/or albacore

Shopping Tip

1 CONTAINER OF LEGUMES

1 pound (16 oz.) package dry mature beans, peas, or lentils

OR

4 (15-16 oz.) cans mature beans

OR

1 (16-18 oz.) jar of peanut butter

13

Legumes | Peanut Butter | Canned Fish

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Shopping Tip

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OR

4 (15-16 oz.) cans mature beans

OR

1 (16-18 oz.) jar of peanut butter

13

Legumes | Peanut Butter | Canned Fish

Dairy and Milk Alternatives

Two Categories for Milk: Cow's Milk & Specialty Milk

Breakfast Cereals Expanded Section

Kellogg's

GENERAL MILLS

Malt-O-Meal

Post

Participants may purchase national or private label brands of eligible cereals as shown on the food list.

Pages 19 -28 Not shown

JUICE

Liquid, Refrigerated and Frozen

- Alphabetically listed by brand name
- Varieties and flavors are sorted by brand
- Not all flavors are approved for every brand

Participants may purchase national or private label brands of eligible varieties and flavors as shown on the food list.

Baby Food

<u>Four ounces</u> is the approved container size for fruits and vegetables (Stages 1 and 2). Participants can purchase:

- Single 4 ounce jars = 4 oz.
- Two ounce Twin pack = 4 oz.
- Four ounce Twin pack = 8 oz.

New Shelf Label Requirements Effective April 1, 2018

- Milk 1%, skim/fat free
- Yogurt, whole, low and non-fat
- Cheese
- Hot and Cold Cereals
- Juice Frozen and Liquid
- Peanut Butter

REQUIRED ON ALL ELIGIBLE NATIONAL AND PRIVATE LABEL BRANDS AS SHOWN ON THE FOOD LIST.

No Changes to the Minimum Stocking Requirement

UPDATE

Updated APL Listing with Universal Product Codes

Available for download

Visit our Retailer Website

http://www.vdh.virginia.gov/wic-retailers/

NEXT STEPS

State WIC Office

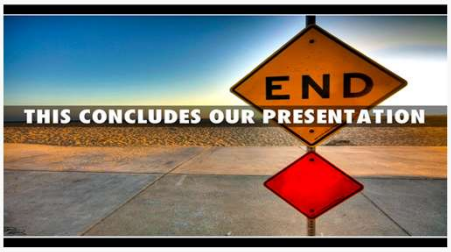
- Send a supply of Food Lists to authorized stores
- Post new updated APL with UPC's on our website
- Post revised Signage and Shelf Label guidelines on website
- Add Food List Recorded Webinar to website
- Publish Combined List of Parking Lot and Frequently Asked Questions

NEXT STEPS

RETAILERS

- Identify food changes additions/deletions
- Update Point of Sale (POS) System & Approved Product List (APL)
- Train cashiers and other front end personnel
- Remove and/or add shelf labels as required
- Discard Old 2016 Food Lists
- Place New Food List at registers that accept eWIC

THANKS FOR LISTENING – ANY QUESTIONS?



You may email additional questions and/or comments to:

WIC_Retailer@vdh.virginia.gov

Please take a few moments to complete the survey.

Your feedback is important to us.